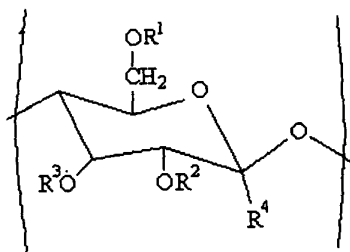


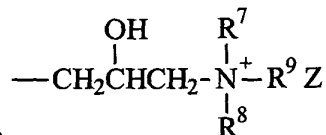
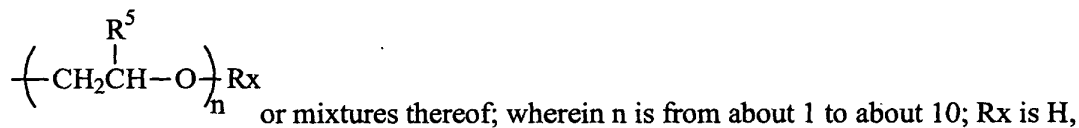
What is claimed is:

1. A laundry product composition comprising a stable mixture of:
 - a) at least one water insoluble fabric care benefit agent; and
 - 5 b) at least one delivery enhancing agent.
2. A laundry product composition according to Claim 1 wherein the water insoluble fabric care benefit agent has a particle size of from about 1 nm to 100 um.
- 10 3. A laundry product composition according to Claim 1 wherein the water insoluble fabric care benefit agent is a dispersible polyolefin, polymer latex, or a mixture thereof and the delivery enhancing agent is a cationic cellulose.
4. A laundry product composition according to Claim 3 wherein the composition
15 comprises from about 0.1% to about 10%, by weight of the composition, of the water insoluble fabric care benefit agent.
5. A laundry product composition according to Claim 3 wherein the composition
20 comprises from about 0.01% to about 5%, by weight of the composition, of the cationic cellulose.
6. A laundry product composition according to Claim 1 wherein the stable mixture is formed in situ.
- 25 7. A laundry product composition according to Claim 1 wherein the composition further comprises from about 1% to about 80% of a surfactant.
8. A laundry product composition according to Claim 1 wherein the composition further
30 comprises from about 0.1% to about 80% of a builder.
9. A laundry product composition according to Claim 1 wherein the ratio of the delivery enhancing agent to the fabric care benefit agent is from about 1:50 to about 1:1.

10. A laundry product composition according to Claim 1 wherein the cationic cellulose has the structure:



5 wherein R¹, R², R³ are each independently H, CH₃, C₈-24 alkyl (linear or branched),



CH₃, C₈-24 alkyl (linear or branched),

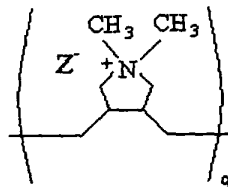
or mixtures thereof,

wherein Z is a chlorine ion, bromine ion, or mixture thereof; R⁵ is H, CH₃, CH₂CH₃, or mixtures thereof; R⁷ is CH₃, CH₂CH₃, a phenyl group, a C₈-24 alkyl group (linear or

10 branched), or mixture thereof; and

R⁸ and R⁹ are each independently CH₃, CH₂CH₃, phenyl, or mixtures thereof:

R⁴ is H, $\left(\text{P} \right)_m^{\text{H}}$, or mixtures thereof wherein P is a repeat unit of an addition polymer



formed by radical polymerization of a cationic monomer

wherein

15 Z' is a chlorine ion, bromine ion or mixtures thereof and q is from about 1 to about 10.

11. A detergent laundry product composition comprising:

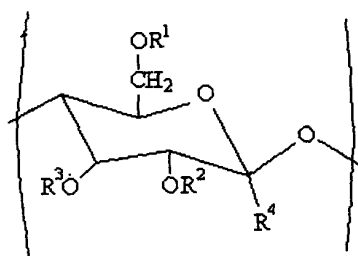
- a) from about 1% to about 80%, by weight of the composition, of a deterative surfactant that is an anionic surfactant, cationic surfactant, nonionic surfactant, amphoteric surfactant, zwitterionic surfactant, or a mixture thereof;
- b) from about 0.1% to about 10%, by weight of the composition, of a water insoluble fabric care benefit agent;
- c) from about 0.01% to about 5%, by weight of the composition, of a delivery enhancing agent; and

wherein the ratio of the delivery enhancing agent to the fabric care benefit agent is from about 1:50 to about 1:1.

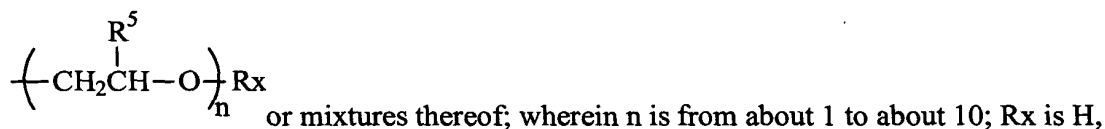
12. A detergent composition according to Claim 11 wherein said water insoluble fabric care benefit agent is a dispersible polyolefin, polymer latex, or a mixture thereof.

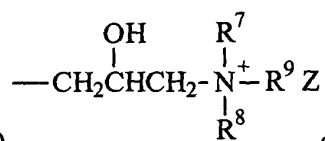
13. A detergent composition according to Claim 12 wherein the delivery enhancing agent is a cationic cellulose.

14. A detergent composition according to Claim 13 wherein the cationic cellulose has the structure:



wherein R^1 , R^2 , R^3 are each independently H, CH_3 , C_{8-24} alkyl (linear or branched),





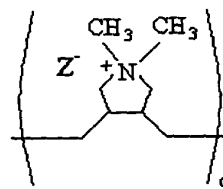
CH₃, C₈₋₂₄ alkyl (linear or branched),

or mixtures thereof,

wherein Z is a chlorine ion, bromine ion, or mixture thereof; R⁵ is H, CH₃, CH₂CH₃, or mixtures thereof; R⁷ is CH₃, CH₂CH₃, a phenyl group, a C₈₋₂₄ alkyl group (linear or branched), or mixture thereof; and

- 5 R⁸ and R⁹ are each independently CH₃, CH₂CH₃, phenyl, or mixtures thereof:

R⁴ is H, $\left(\text{P}\right)_m^{\text{H}}$, or mixtures thereof wherein P is a repeat unit of an addition polymer



formed by radical polymerization of a cationic monomer

wherein

Z' is a chlorine ion, bromine ion or mixtures thereof and q is from about 1 to about 10.

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15. A detergent composition according to Claim 12 wherein the fabric care benefit agent is a dispersible polyolefin that is a polyethylene, a polypropylene, or a mixture thereof.

- 15 16. A detergent composition according to Claim 12 wherein the fabric care benefit agent is a polymer latex that is a pure butylacrylate, mixture of butylacrylate and a second monomer wherein the second monomer comprises less than 20%, by weight monomer ratio, or mixtures thereof.

- 20 17. A detergent composition according to Claim 11 wherein the composition is a liquid detergent.

18. A detergent composition according to Claim 11 wherein the composition further comprises a compatible enzyme.

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19. A laundry product composition according to Claim 1 wherein the product is a fabric enhancer.

20. A laundry product composition according to Claim 1 wherein the product is a dryer
5 added product.